GENERAL ASSEMBLY OF NORTH CAROLINA

SESSION 1989

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SENATE BILL 1289*

Short Title: Tourism Funds. (Public)

Sponsors: Senators Block; Hunt of Moore, Barker, and Basnight.

Referred to: Appropriations.

May 11, 1989

A BILL TO BE ENTITLED

AN ACT TO APPROPRIATE FUNDS FOR THE PROMOTION AND GROWTH OF TOURISM IN THE STATE.

The General Assembly of North Carolina enacts:

Section 1. There is appropriated from the General Fund to the Department of Commerce, Division of Travel and Tourism, the sum of $4,000,000 for the 1989-90 fiscal year for the promotion and growth of tourism, to be allocated as follows:

(1) $1,000,000 for reorganization of the Division, additional staff, supplies, materials, additional telephone answering equipment, computers, and other necessary equipment;

(2) $2,000,000 to promote North Carolina's current tourism industry through advertising and marketing, including expanding the potential of the foreign markets of England, France, and Canada through advertising and marketing; and

(3) $1,000,000 for regional tourism developer staff positions to address the East, West, and Central regions of North Carolina, to identify the tourist attractions in each of North Carolina's counties and to develop those attractions to their full potential. Regional tourist developers may earmark the funds appropriated for expansion of advertising and marketing for the promotion of county tourist attractions.

Sec. 2. This act shall become effective July 1, 1989.